



Pre Advanced – Extra Reading

READING COMPREHENSION

You are going to read four extracts from reviews of a book about cheating in education tests and exams. For questions 1–4, choose from the reviewers A–D. The reviewers may be chosen more than once.

Which reviewer(s):

- 1- has a different view from the other reviewers about recommending the book? ____
- 2- has a different view to Reviewer B regarding the style of the book? ____
- 3- shares Reviewer C's opinion that the book has too much of something? ____
- 4- has a similar view to Reviewer D that the book contains information that can help people? ____



How to win at social media

Four reviewers comment on Jordan Day's book

A

Do people want to know how to manage a social media profile in order to become famous or rich? That's the major theme of Jordan Day's new book, *How to win at social media*. Jordan is discussing something that has become part of everyday life. Her approach in the book is to explain to people how she thinks they can manage their interaction through social media for their own benefit. And the book basically does what it says, although there are more photos of Jordan and examples of her glamorous life than there are pages of text, so the contents may feel a little too light for some. But undoubtedly, some people will find it an interesting read.

B

In her debut book, TV reality star Jordan Day explains surprisingly clearly how social media works, where the dangers are and how to make social media work to your advantage. If you've ever had a casual interest in using social media to publicise yourself or even make money, you might find this book insightful, helpful, scary or depressing. Its style is accessible to a wide audience, although at times it feels a little too simplistic with its focus on personal anecdotes, often reading more like a magazine article. But Ms Day's explanations of how social media works and how to learn the tricks to make it work for you are probably something that many people have been waiting for. And if it gives people better skills and stops them being used or controlled, then great! Isn't it about time a book like this was published?

C

How to win at social media by Jordan Day is a vain instruction manual for people with no self-respect. The back cover of the book suggests that Day is able to explain the phenomenon of social media and the role it has played in her rise to fame. And at no point could you argue that she doesn't have any experience in that. However, we need to see what this book for what it is: a picture-filled wish list for selfish people who want to be famous. Day is nothing more than a reality TV star whose fame came about more by serendipity than hard work. And what Day gives, between the endless pages of pictures of herself, has no particular skills or knowledge. This is truly a waste of time.

D

Jordan Day is a celebrated and successful figure in popular culture with a real talent for taking what seems like silly lightweight issues concerned with celebrity culture and explaining the clever tricks and complexities behind them. In her new book, which is surprisingly well-written, she explains how she became famous on a TV reality programme and what she did next to control her public image and turn herself into a brand. She goes on to explain how anyone can follow in her footsteps if they are willing to take risks, and why some people are willing to do anything just to chase the celebrity dream. She explains how certain characters in social media should not be trusted, and how to avoid making the mistakes she has made. Overall, the book is a welcome insight into the workings of modern social media and celebrity.